



Strategic Plan and Comprehensive Plan For City Center Joint Worksession June 23, 2005

What is City Center?



- The **intersection of Broad and Washington** Streets always referred to as “Downtown”, “Crossroads”, “Central Business District”, or “City Center.”
- **Historically the center of commerce** in the City.
- City Center focused on intersection of West Broad and Maple to avoid highly-trafficked Route 29.
- Originally defined as four block area and **expanded to 6-8 blocks through Street-Works proposal and recent activities.**



What is City Center?



- Comprehensive Plan and Zoning District (Central Business District) have **always defined this area as unique and higher density** than the rest of the City.
- **Many concepts for the City Center** created over the past 40 years.



1965

- **“A Plan for the Central Business District”** laid the groundwork for the existing CBD zoning, land use and transportation circulation patterns in the downtown area.



1971

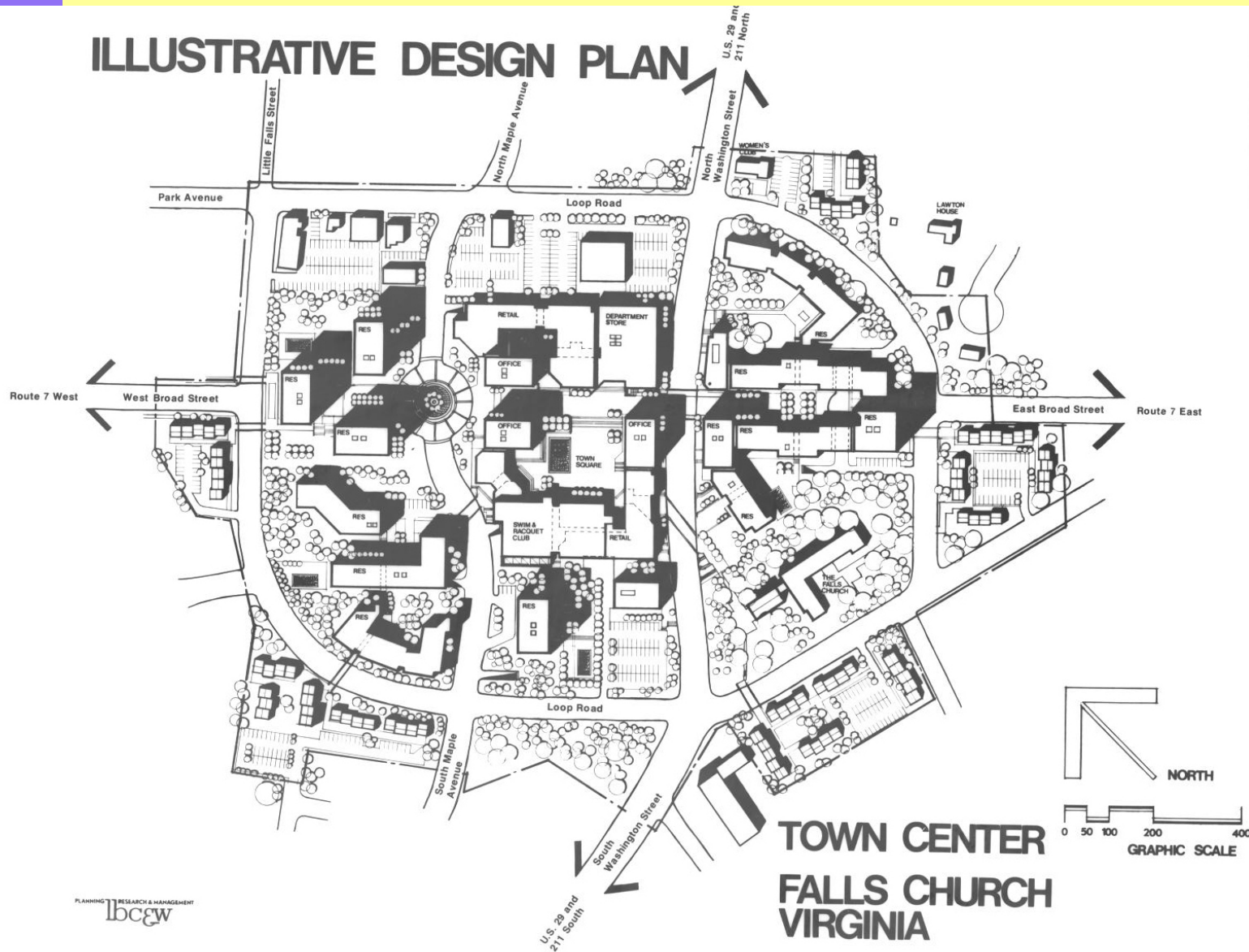


➤ **“Proposed Development Plan- Crossroads Area”**

Developed by an Urban Design Assistance Team and made dramatic recommendations for changing traffic and land use patterns in this section of the City.

➤ **Report recommended elevating a large plaza area, fairly dense development above Broad Street with cars traveling through at grade vias. Included land use, zoning, traffic, and economic impact analyses.**

ILLUSTRATIVE DESIGN PLAN



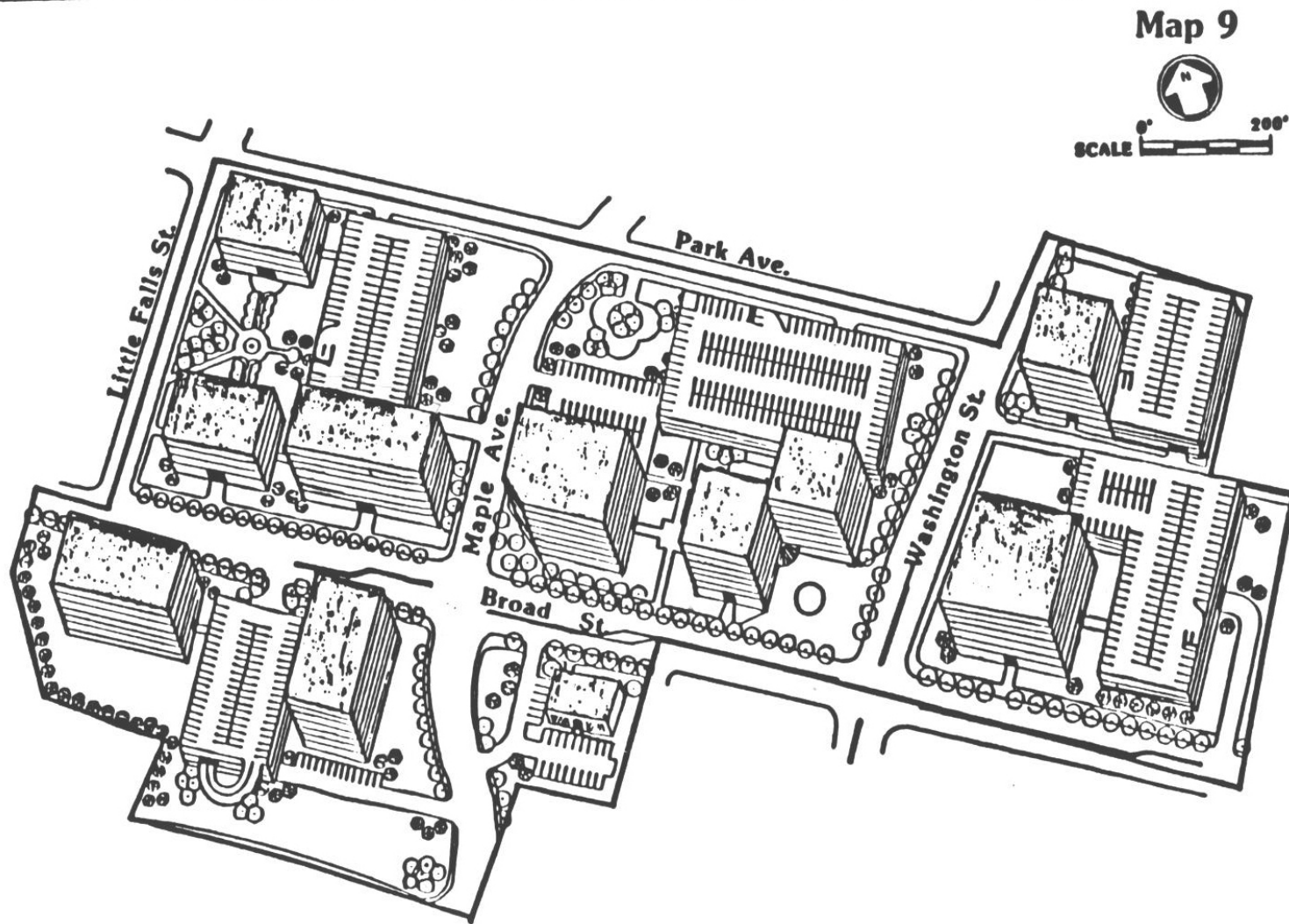


1988



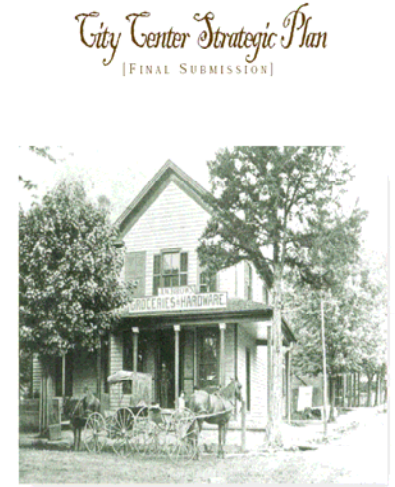
- **“Central Business Special Strategy Area Report, Phase I” described the redevelopment potential for many parcels in the downtown/City Center area based on zoning and the Master Plan at that time.**
- **Report also began to define possible changes in urban form to bring buildings closer to street and closer together.**

DEVELOPMENT UNDER EXISTING MASTER PLAN
ASSUMING TOTAL REDEVELOPMENT





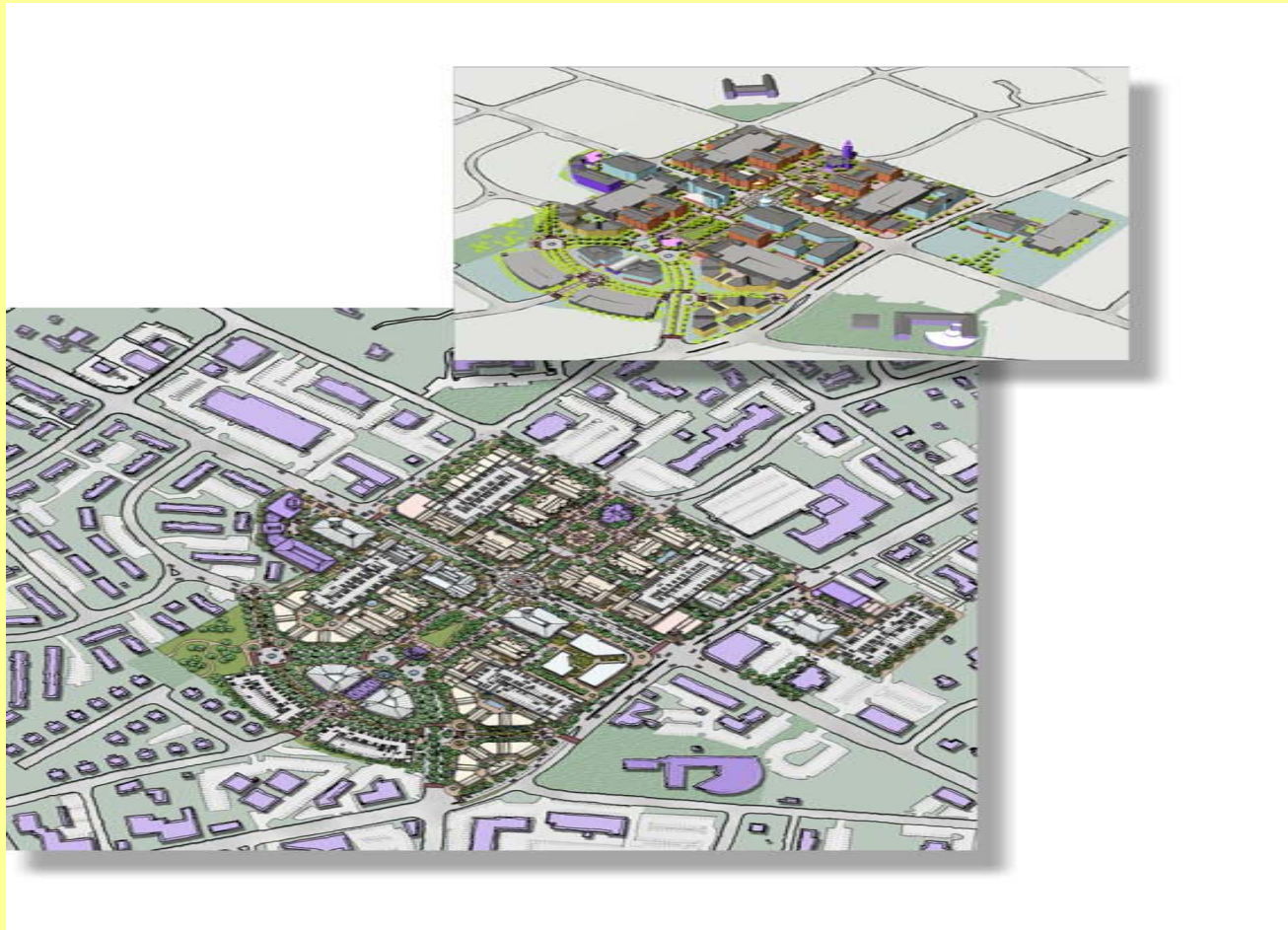
2002



➤ **Street-works Plan for City Center**

- **Community-based vision created.**
- **Six to eight block mixed-use project centered around two sizeable public open spaces.**
- **Included a mix of residential, retail, entertainment, office, and civic uses.**

Street-works Concept Plan



What has been happening with City Center?

➤ 2003-2004 Development Partnership Sought

- Based on the Street-works Plan, RFQ developed with basic goals and objectives
 - RFP process yielded a preferred developer and plan as basis to negotiate
 - Developer/City negotiations took place for over 6 months.
 - Negotiations unsuccessful, however
- Realized that market conditions were more favorable for City explore other market based opportunities

What has been happening with City Center?

➤ 2004- 2005- Staff and CCTF Explore Options

- Late 2004 Staff developed draft concept plan, text language for Comprehensive Plan, and draft by-right zoning tool.
- Preliminary draft was shown to the Task Force and vetted with consultants
- CCTF had positive response, consultants also positive but with some suggestions

What has been happening with City Center?

- Consultants provide Guidance
 - Economic and development consultants advised City must think more holistically, strategically and have a market based plan
 - The concept plan should be more general
- As a result Strategic Plan created and more general concept plan now proposed



What is the Strategy to Create a Great Place?




- ULI's, *Place-Making* states a City Center plan must have:
- Sound Objectives
 - Market Analysis
 - Creative Development Strategy
 - Plan and Design that meets market, creates synergy and sense of place
 - Financial Analysis and Financing Plan




What is the City Center Strategic Plan?



- **Market Identification**
- **Financing Plan**
- **Transportation Plan**
- **Development Plan**



City Center Market Identification



- **Analyze Current Development Activity** – Examine current activity and interest
- **Big Picture Study - Realistically assess city economic development potential** within the context of mega-trends and counter-trends
- **Retail Market Study – Realistically assess the critical balance and quality of City's current and future retail demand**



Market Identification



➤ CURRENT ACTIVITY

- \$289 million of new economic activity approved
- 11.5 acres of land undergoing redevelopment
- 1.2 million square feet of new development
- Includes Tax Analysts 85,000 square feet
- Many other contacts, unprecedented level of interest



Market Identification



- EDA Big Picture Study preliminary report
 - City needs to create a **distinctive image** to draw users and retailers from these other areas
 - This uniqueness could **mean a slightly less urban image with lower heights and more local retailers**
 - **NOVA can expect significant increases in population** over the next 20 years creating a deficit in housing in the region.
 - The City should feel confident that the **housing demand will continue and that housing can provide positive and sustainable income** to the City



City Center - *Financing Plan*



➤ **Analyzing:**

- *Special Service Districts (SSD)*, where special ad valorem taxes are levied on property owners within a specified district to pay for services or infrastructure.
- *Community Development Authorities (CDA)*, another form of special tax districts created to help expedite development projects by encouraging public/private partnerships to finance infrastructure and improvements.
- *Tax Increment Financing (TIF)*, where incremental increases in real estate taxes from new development within a designated area are diverted to use for financing or funding public facilities, infrastructure and redevelopment activities
- And other tools



City Center - *Transportation Plan*



- **Document the City's existing transportation conditions**
- **Evaluate how transportation needs will change with the redevelopment of City Center**
- **Provide recommendations and action plan to address challenges/needs arising from a redeveloped City Center**



Transportation Plan



- **Utilize Regional Surface Transportation Program (RSTP)** funds to provide a comprehensive analysis of the transportation components of the City Center. Plan will balance the needs of the City Center as a vibrant economic nexus with the various demands from drivers, pedestrians, and bicyclists
- **Federal (TEA-21) funds** may be used for the construction of the intermodal transportation facility in City Center
- **State and local funds** may then be used for the construction of transportation improvements in City Center



City Center - *Development Plan*



- **Comprehensive Plan-** update to include Goal and Objectives for City Center and City Center Concept Plan
- **Zoning Tool** - Considering a range of options to guide and encourage development of City Center



City Center – Development Plan ***Comprehensive Plan***



- ◆ **Comprehensive Plan includes City Center Vision, Land Use Designation, Goals, Strategies, Guiding Principles and Concept Map**
- ◆ **Critical to adopt Comprehensive Plan as the first step to set policy guidance and allow public and developers to understand the vision for City Center**
- ◆ **Much of the language for City Center has been in draft documents to date**



City Center Comprehensive Plan *Vision*



City Center

...is a vibrant hub of community activity

....is where people

**will come to stroll, shop, dine, attend cultural and
entertainment events**

**...is designed to provide many of the goods and services
that City residents**

**.... is highly accessible for pedestrians,
bikers, transit and cars**

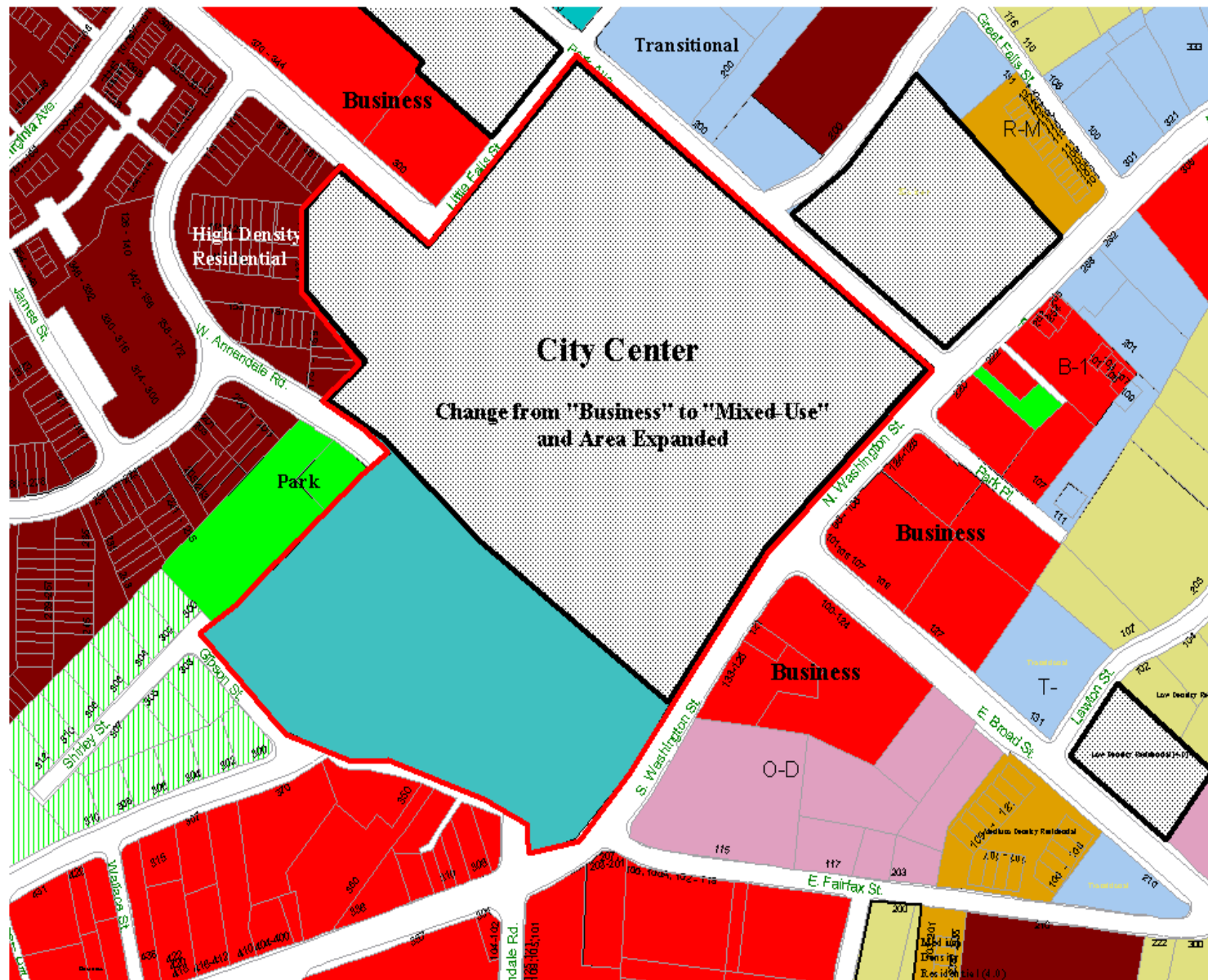
**.....improves resident's
quality of life**



City Center – Comprehensive Plan ***Land Use Designation***



- **The new proposed City Center encompasses an eight block area**
- **Proposed future land use designation change from “Business” to “Mixed-Use” on Future Land Use Map**





City Center – Comprehensive Plan Guiding Principles



Great Place

- A town common is the anchor of the City Center and is located on the north side of Maple Avenue.
- A secondary “great place” focal point, the “City Circle” is linked physically and visually to the town common and will be a more passive gathering area located on the south side of Maple Avenue.



City Center – Comprehensive Plan

Guiding Principles



Mixed Use.

- The development program for the area shall be a balanced mixture of uses
- In general, City Center should be redeveloped with 40 percent of the development program space as non residential uses (office, retail, etc), and 60 percent of the program space dedicated to residential uses (for sale, rental and affordable housing units)
- The area should be designed to allow 24 hour vibrancy and economic sustainability over the long term



City Center – Comprehensive Plan ***Guiding Principles***



Unique Design

- **Design will be exemplary and unique**
- **It will not be similar to other centers developing in the metropolitan area**
- **Green building and low impact development principles should be included in the design of buildings and sites**



City Center – Comprehensive Plan *Guiding Principles*



Well Designed Density

- Higher density, more urban mixed-use with quality public space and open space
- Increased densities may be allowed in exchange for specific amenities such as public plazas, pedestrian enhancements, significant cultural/heritage resource projects, and preferred commercial uses.
- The City will carefully calculate and evaluate density and height proposals so as to determine whether they conform or are in conflict with this objective.



City Center – Comprehensive Plan *Guiding Principles*



Balanced, Sustainable Development The City Center development will be sustainable for the long-term and create new revenue and economic development opportunities for the City. The City Center will not cause any unmitigated burden on City infrastructure.

Affordable Housing This is a highly valued principle and notwithstanding any negotiation on any other project, it is our expectation that the City Center project will meet the City's established goals and policies relative to affordable housing.



City Center – Comprehensive Plan

Guiding Principles



Multi-Modal Accessibility

- ◆ Access to City Center by foot, bicycle, car, bus, taxi, and metro should be convenient for City residents and visitors
- ◆ Strong streetscape component must be created as well as strong pedestrian linkages
- ◆ A multi-modal transit facility should be developed within City Center
- ◆ All parking that is not developed on-street in City Center should be located in above or below grade structures.



City Center – Comprehensive Plan *Guiding Principles*



Incentives and Partnership

- ◆ The City owns of a number of prime parcels of land within the City Center development area
- ◆ City should be flexible and creative in negotiating agreements concerning future ownership, uses, and/or monetary value of its land
- ◆ The City may utilize certain financing tools, special assessment mechanisms, to support public infrastructure and improvements, or to assist in the effective operation and maintenance of City Center



City Center – Comprehensive Plan ***Goals and Strategies***



13. GOAL: Develop a City Center for Falls Church, near the intersection of Broad and Washington Streets to include shopping, offices, recreation, residential, and civic uses.

Strategy A. Implement the City's design guidelines and possibly develop additional guidelines or regulations within the City Center to emphasize unique design, attractive storefronts and streetscape, public art, and ease of pedestrian and vehicular movement.



City Center – Comprehensive Plan ***Goals and Strategies***

Actions:

- **Base the City Center design guidelines on public input, the Comprehensive Plan, the best of the Street-works plan, best planning and best planning practices**
- **Work with prospective City Center developers on integrating Design Guideline features into the conceptual and final plans for the area**
- **Promote uniqueness of design and public art as a key desire to prospective developers**



City Center – Comprehensive Plan ***Goals and Strategies***



Strategy B. Incorporate public open space and green building practices in the City Center.

Actions:

- Implement the Concept Plan as displayed within this chapter of the plan, including its depiction of the two primary public gathering places on North and South Maple Avenues
- Look to national and local green building practices to encourage the use of low impact development and internal green building techniques



City Center – Comprehensive Plan ***Goals and Strategies***



Action:

- **Implement the Concept Plan as displayed within this chapter of the plan, including its depiction of the two primary public gathering places on North and South Maple Avenues**
- **Look to national and local green building practices to encourage the use of low impact development and internal green building techniques**

City Center – Comprehensive Plan

Goals and Strategies

Strategy C. Create a City Center that includes a balance of uses and a well-balanced density that can meet many of the residential, office space, retail, restaurant, cultural, and entertainment needs of residents, businesses, and employees and is market based in its approach

Actions:

- **Negotiate with prospective developers to obtain the correct balance of uses**
- **Consider providing incentives to get some of the cultural and recreational uses**

City Center – Comprehensive Plan

Goals and Strategies

Strategy D. Develop a City Center multi-modal access plan to ensure safe vehicle, pedestrian, and bicycle transportation from all points of the City.

Actions:

- **Assess access to the City Center area from neighborhoods and other commercial/civic areas. Roads, bike lanes (on and off-street), pathways, and sidewalks should be assessed for adequacy.**

City Center – Comprehensive Plan *Concept Plan*

- Includes public open space, preferred retail location, and transportation elements.
- Public Open Space
 - Public open space similar to Street-works plan, but with smaller area south of Broad St.
 - Larger public open space to the north of West Broad Street must be designed to accommodate many different activities. A semi-pervious hardscape component is necessary to allow for festivals and farmer's market activities, while landscaped areas are necessary for aesthetics, rainwater absorption, cooling, and recreation.



City Center – Comprehensive Plan *Concept Plan*



➤ Preferred Retail Locations

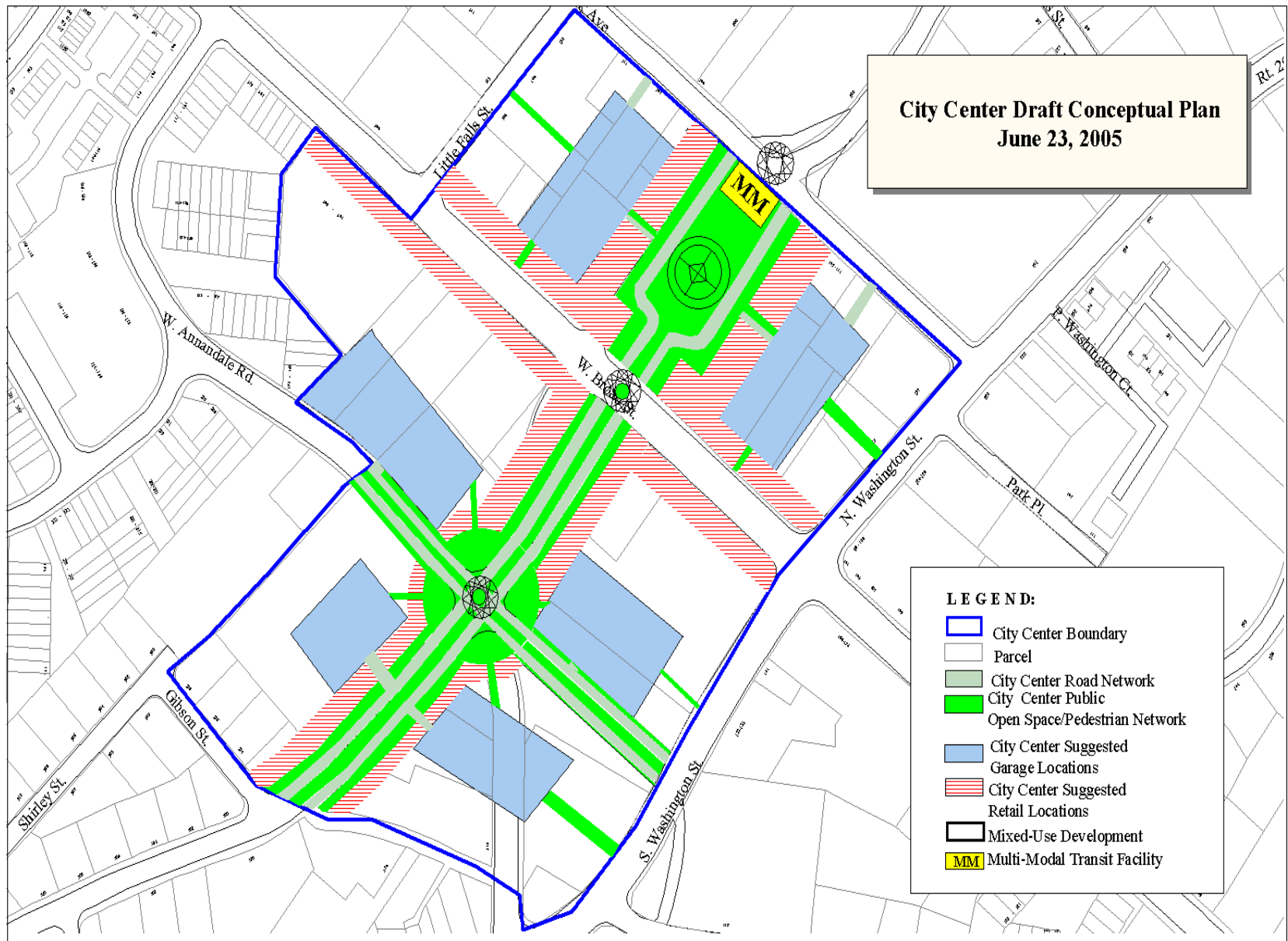
- Located on the primary access ways of Maple Avenue and West Broad Street and could include shops, restaurants, galleries, and other recreational or entertainment uses.

City Center – Comprehensive Plan ***Concept Plan***









Transportation:

- City Center will draw customers both from within and outside of the City, with local customers traveling primarily by non-vehicular forms of transport if possible and many outside customers traveling by bus, metro, and taxi
- Within City Center, the pedestrian and bicyclist should be given highest priority with protected pathways to the buildings, on-street parking areas, and parking structures and ample bicycle parking facilities
- A multi-modal transit station possibly as a central architectural feature, as a hub

**City Center Draft Conceptual Plan
June 23, 2005**



LEGEND:

-  City Center Boundary
-  Parcel
-  City Center Road Network
-  City Center Public Open Space/Pedestrian Network
-  City Center Suggested Garage Locations
-  City Center Suggested Retail Locations
-  Mixed-Use Development
-  Multi-Modal Transit Facility